Interviewing People

Etsy

55 Washington St. #512 Brooklyn, NY 11222

November 8, 2015

Agenda

Who I Am

Why Interview People?

Interviewing is Hard!

How to Interview

Practice Interviewing

How to Interview People:

Who I Am

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The Research Team

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Our Mission: The Research Team delivers usable insights based on primary research to inform Etsy's product development, marketing and other business decisions.

How to Interview People:

Why Interview People?

Validate Assumptions

Answer Questions

Discover New Perspectives

Empathy helps product teams make better decisions and transform good ideas into great experiences.

You can interview anywhere.

Craft Fairs

Seller Visits

Prototype Groups

Forums

Casual Conversations

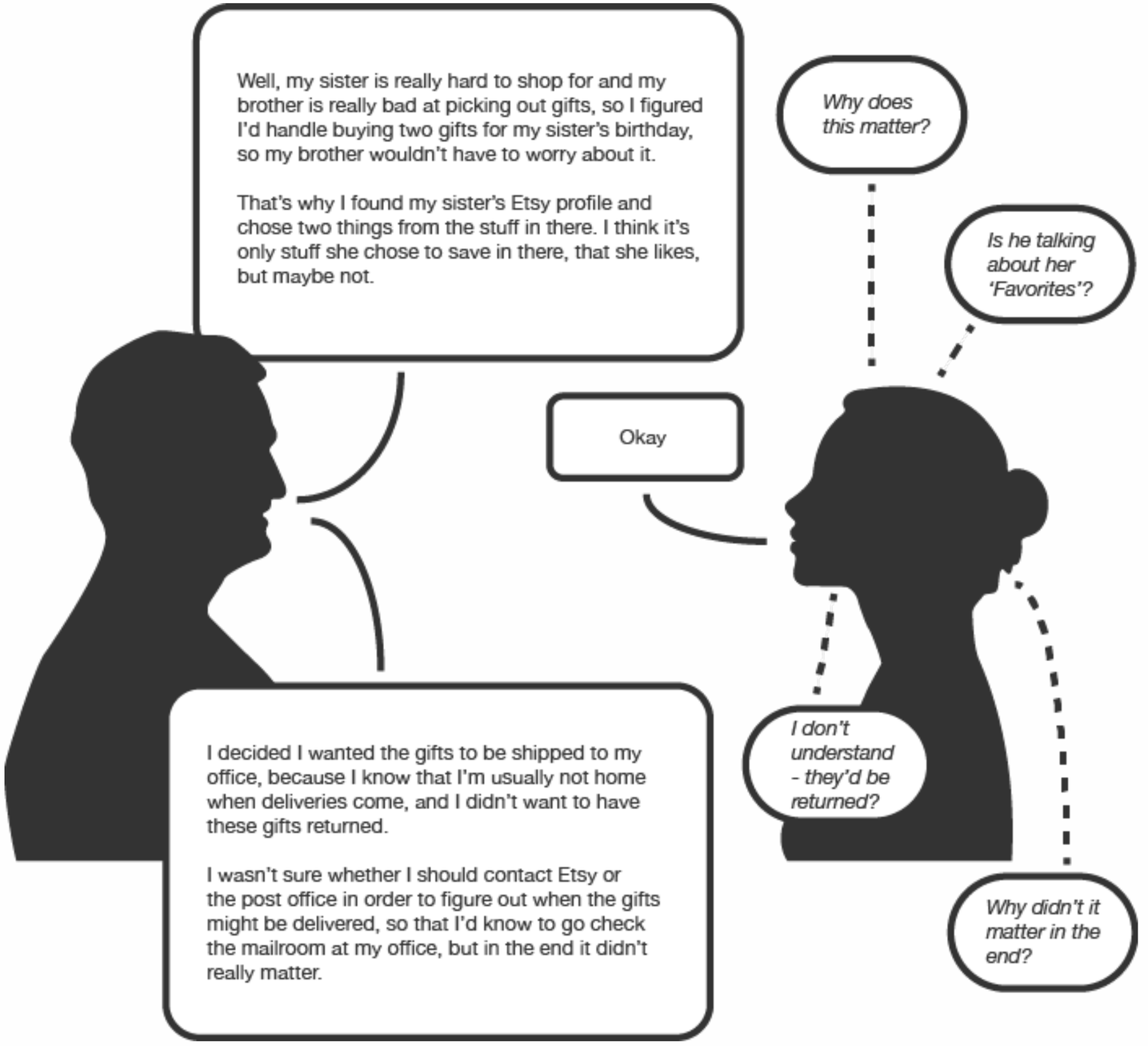
How to Interview People:

Interviewing is Hard!

An interview isn’t a conversation.

Bias:

prejudice in favor of (or against) one thing or group compared to another


Well, my sister is really hard to shop for and my brother is really bad at picking out gifts, so I figured I'd handle buying two gifts for my sister's birthday, so my brother wouldn't have to worry about it.
That's why I found my sister's Etsy profile and chose two things from the stuff in there. I think it's only stuff she chose to save in there, that she likes, but maybe not.
Why does this matter?
Is he talking about her 'Favorites'?
Okay
I decided I wanted the gifts to be shipped to my office, because I know that I'm usually not home when deliveries come, and I didn't want to have these gifts returned.
I wasn't sure whether I should contact Etsy or the post office in order to figure out when the gifts might be delivered, so that I'd know to go check the mailroom at my office, but in the end it didn't really matter.
I don't understand - they'd be returned?
Why didn't it matter in the end?

How to Interview People:

How to Interview

Why are you so obsessed with me?

The 5 Golden Rules of Interviewing

1. Ask open-ended, simple questions
2. Always dig deeper
3. Interrupt and redirect
4. Ask why they ask
5. Use their words

Ask Open-Ended, Simple Questions

Instead of this:

Do you like this?

Try this:

How do you feel about this change?

Always Dig Deeper

Person - “I don’t like this, for obvious reasons.”

Instead of this:

Okay.

Try this:

Like what?

Interrupt and Redirect

*Person - *going on and on and on**

Instead of this:

sitting quietly, nodding

Try this:

**That reminds me -
I wanted to ask you,
what do you think about _?**

Ask Why They Ask

Person - “If I buy this, how long will it take to ship?”

Instead of this:

It will take two weeks.

Try this:

How long do you think it will take to ship?

Use Their Words

Person - “I’m don’t think I get this.”

Instead of this:

What’s confusing you?

Try this:

What don’t you get about it?

General Questions

- What do you think of…
- How do you feel about…
- What is one thing you would change about…
- What would you tell another person about…
- What questions do you have about…
- What’s the hardest part about…

What if I want to learn about something specific?

Setting Research Goals

- What product / program decisions will be made based on what I hear?
- What hypotheses / assumptions do I want to challenge?
- What do I want to ask people?

How to Talk to Users:

Practice Interviewing

Activity 1:

Observation

The 5 Golden Rules of Interviewing

1. Ask open-ended, simple questions
2. Always dig deeper
3. Interrupt and redirect
4. Ask why they ask
5. Use their words

What am I looking and listening for?

Activity 2:

Practice

The 5 Golden Rules of Interviewing

1. Ask open-ended, simple questions
2. Always dig deeper
3. Interrupt and redirect
4. Ask why they ask
5. Use their words

How did it go?

Q + A

Thank You!

http://et.sy/dd6epv3

MISC.

NOTE TAKING EXAMPLE

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

vpucilowski@etsy.com

Comments Share

	A	B	C	D	E	F	G	H
1		**Thursday, 10/22**	**Thursday, 10/22**	**Thursday, 10/22**	**Thursday, 10/22**		**Friday, 10/23**	**Friday, 10/23**
2	**Time**	11:00 AM	2:00 PM	3:30 PM	5:00 PM		10:30 AM	12:00 PM
3	**END**	12:00 PM	3:00 PM	4:30 PM	6:00 PM		11:30 AM	1:00 PM
4	**Name**							
5	**Shop**							
6	**Other Shops**	N	N	N	N		N	N
7	**GTM**	https://global.gotomeeting.com/join/	https://global.gotomeeting.com/join/	https://global.gotomeeting.com/join/	https://global.gotomeeting.com/join/		https://global.gotomeeting.com/join/	https://global.gotomeeting.com/join/
8	**Consent form?**	Y	Y	Y	Y		Y	Y
9	**Location**	Atlanta, GA	San Diego, CA	Grand Rapids, MI	Charleston, WV		Kingwood, TX	Grandy, NC
10	**Shop Join Date**							
11	**# of listings**							
12		art	housewares	housewares	furniture		bath_and_beauty	supplies / bath_and_beauty
13	**Total Sales**							
14	**Sales in past 12mo.**							
15	**Total GMS**							
16	**GMS 12mo.**							
17	**Smartphone type**	iPhone	Android	Android	iPhone		iPhone	
18	**SOE app?**	Y	Y	Y	N		N/A	Y
19								
20		Y	Y	N	N		N	N
21		N:	Y: 6 mo.	Y: 6 mo.	N:		Y: 6 mo.	Y: 6 mo.
22		N/A			N/A			
23			N/A	N/A			N/A	N/A

Schedule Notes

The Research Lifecycle

2-3 weeks | 2-3 days | 1 week

Design the Research | **Execute** | **Analyze + Share**

1. Identify research goals & key questions
2. Design the research, choose method(s)
3. Define recruiting specifications
4. Write discussion guide

2-3 weeks

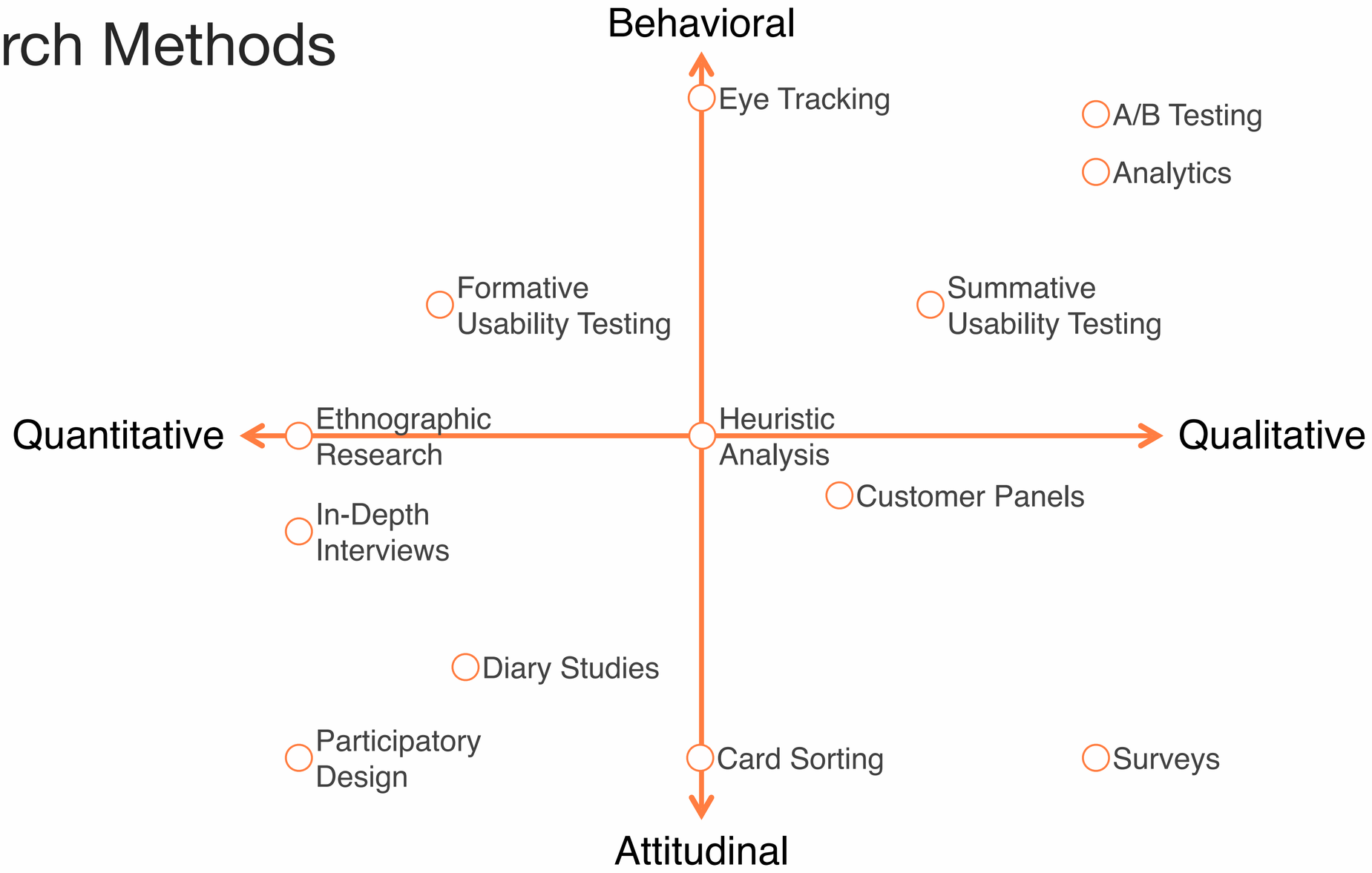
Recruit Participants

1. Pull list of users who meet specifications
2. Design screener survey
3. Review survey responses
4. Schedule participants

Week 1 | Week 2 | Week 3 | Week 4

Journey Mapping	Usability
Triggers	Workflows
Forces: Desires + Anxieties	Pain Points
Alternatives Considered	Requirements
Competitors	Workarounds
	Competitors

Research Methods



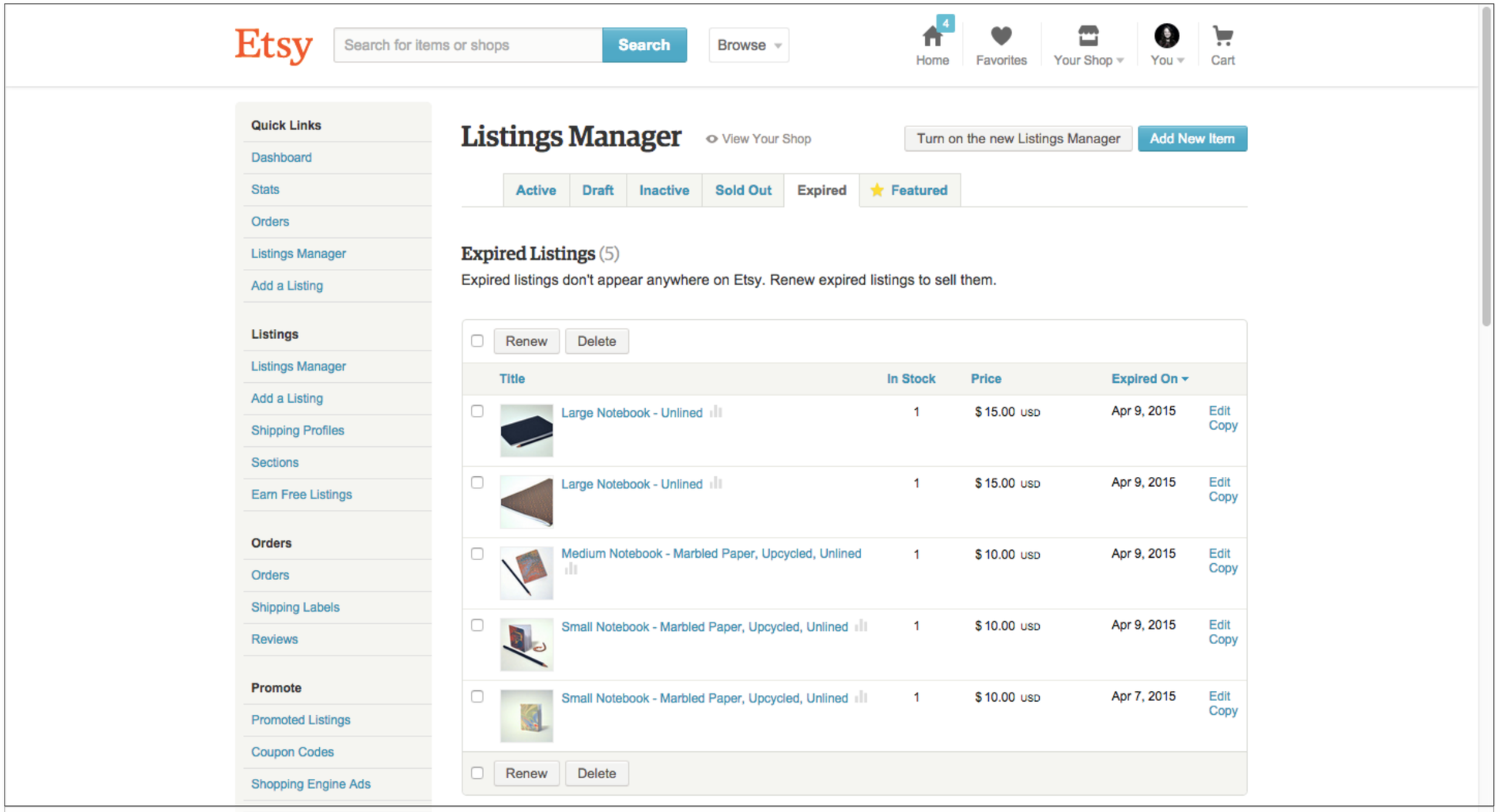
What method, when?

Discover New Opportunities	**Generate Early Feedback and Input**	**Evaluate Existing Experiences**
Contextual Inquiry	Paper Prototyping	Usability Testing
In-Depth Interviews	Card Sorting	Heuristic Analysis
Diary Studies	Usability Testing	Eyetracking

What questions do we answer?

Through our research, we aim to understand:

- What are the problems users are trying to solve? Why?
- What is the context that surrounds the user experience?
- What are the users’ mental models (expectations) coming into an experience?
- What can their behavior (not opinions) tell us?

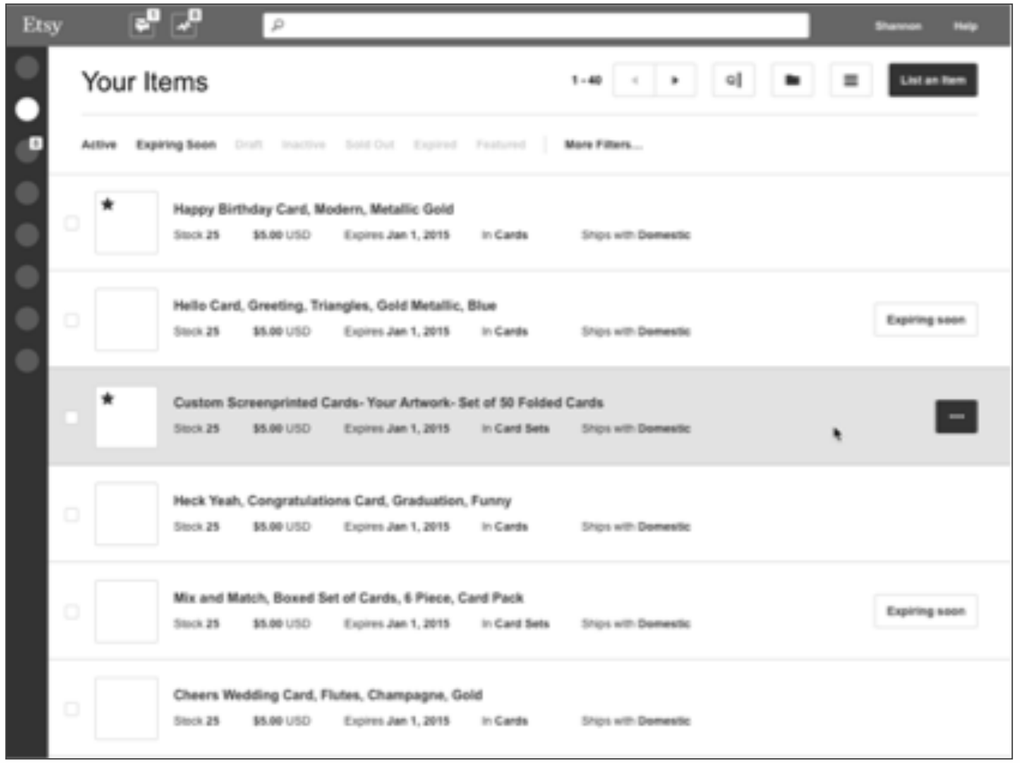

Etsy
Search for items or shops
Search
Browse
Home
Favorites
Your Shop
You
Cart
Quick Links
Dashboard
Stats
Orders
Listings Manager
Add a Listing
Listings
Listings Manager
Add a Listing
Shipping Profiles
Sections
Earn Free Listings
Orders
Orders
Shipping Labels
Reviews
Promote
Promoted Listings
Coupon Codes
Shopping Engine Ads
Listings Manager
View Your Shop
Turn on the new Listings Manager
Add New Item
Active
Draft
Inactive
Sold Out
Expired
Featured
Expired Listings (5)
Expired listings don't appear anywhere on Etsy. Renew expired listings to sell them.
Renew
Delete
Title
In Stock
Price
Expired On
Large Notebook - Unlined
1
$ 15.00 USD
Apr 9, 2015
Edit
Copy
Large Notebook - Unlined
1
$ 15.00 USD
Apr 9, 2015
Edit
Copy
Medium Notebook - Marbled Paper, Upcycled, Unlined
1
$ 10.00 USD
Apr 9, 2015
Edit
Copy
Small Notebook - Marbled Paper, Upcycled, Unlined
1
$ 10.00 USD
Apr 9, 2015
Edit
Copy
Small Notebook - Marbled Paper, Upcycled, Unlined
1
$ 10.00 USD
Apr 7, 2015
Edit
Copy
Renew
Delete

Low-Fidelity Mock-Ups

Ask participants to imagine that they’re interacting with the actual Etsy website:

- Task Based

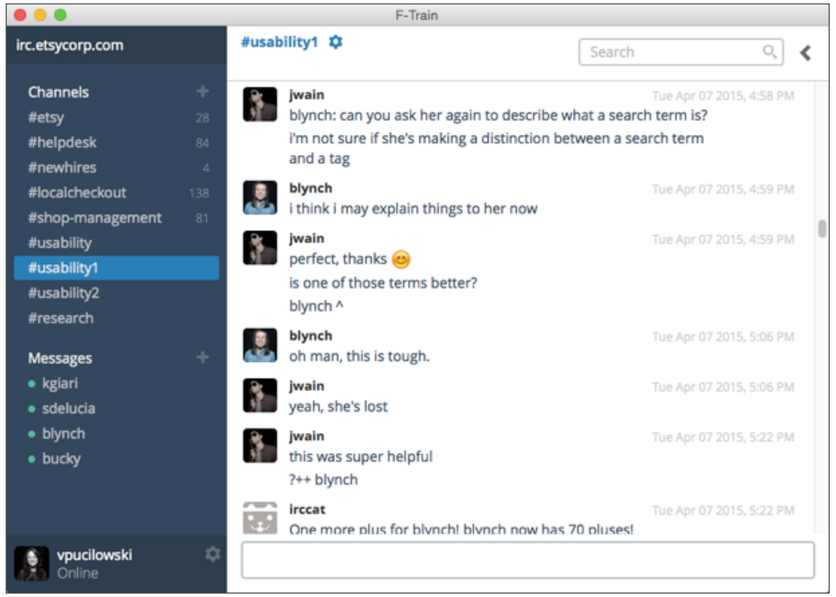
- Time Based

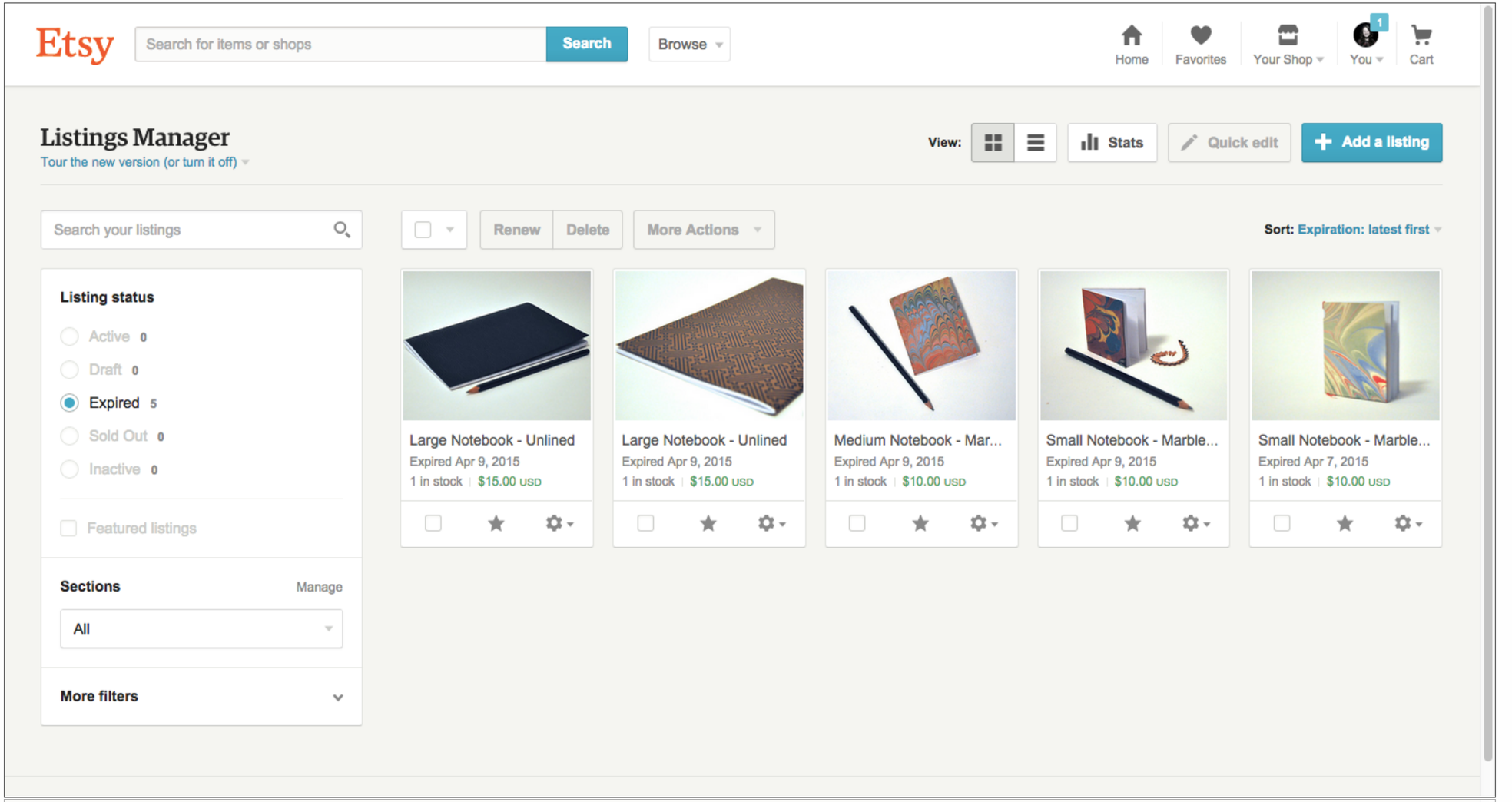


How do we help teams interpret research?

Along the way, we:

- Interpret findings and relate them to past research
- Stay engaged in ongoing conversations with the team
- Provide context and identify opportunities
- Act as a sounding board and user advocate




Etsy
Search for items or shops
Search
Browse
Home
Favorites
Your Shop
You
Cart
Listings Manager
Tour the new version (or turn it off)
View:
Stats
Quick edit
Add a listing
Search your listings
Renew
Delete
More Actions
Sort: Expiration: latest first
Listing status
Active 0
Draft 0
Expired 5
Sold Out 0
Inactive 0
Featured listings
Sections
Manage
All
More filters
Large Notebook - Unlined
Expired Apr 9, 2015
1 in stock | $15.00 USD
Large Notebook - Unlined
Expired Apr 9, 2015
1 in stock | $15.00 USD
Medium Notebook - Mar...
Expired Apr 9, 2015
1 in stock | $10.00 USD
Small Notebook - Marble...
Expired Apr 9, 2015
1 in stock | $10.00 USD
Small Notebook - Marble...
Expired Apr 7, 2015
1 in stock | $10.00 USD